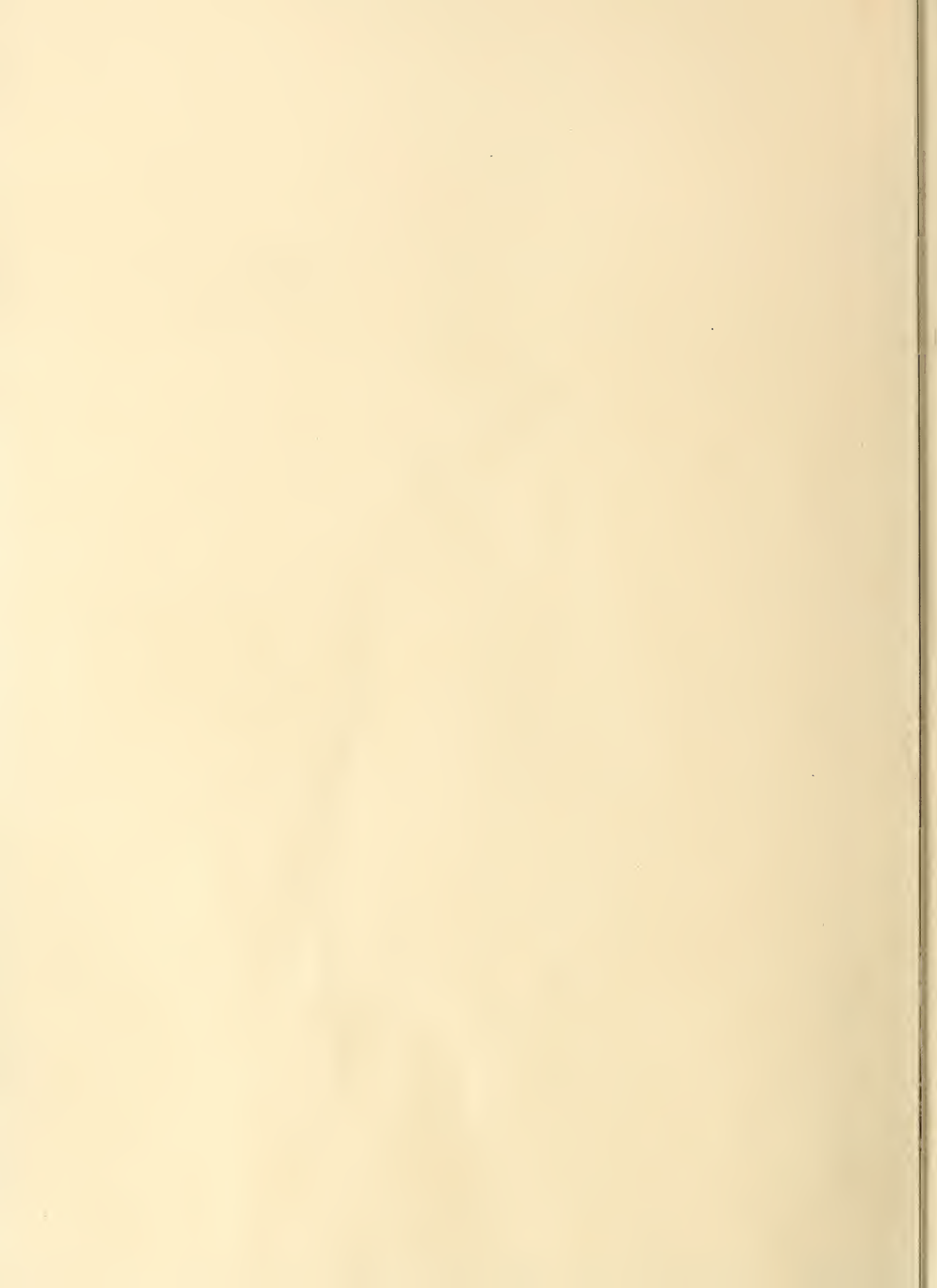


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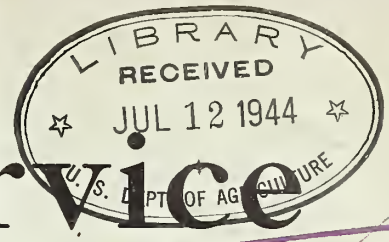
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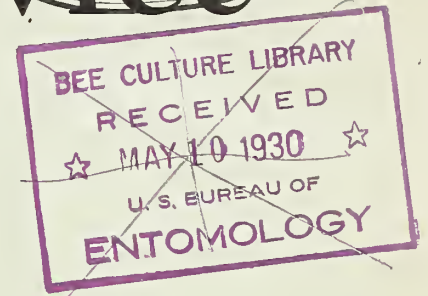




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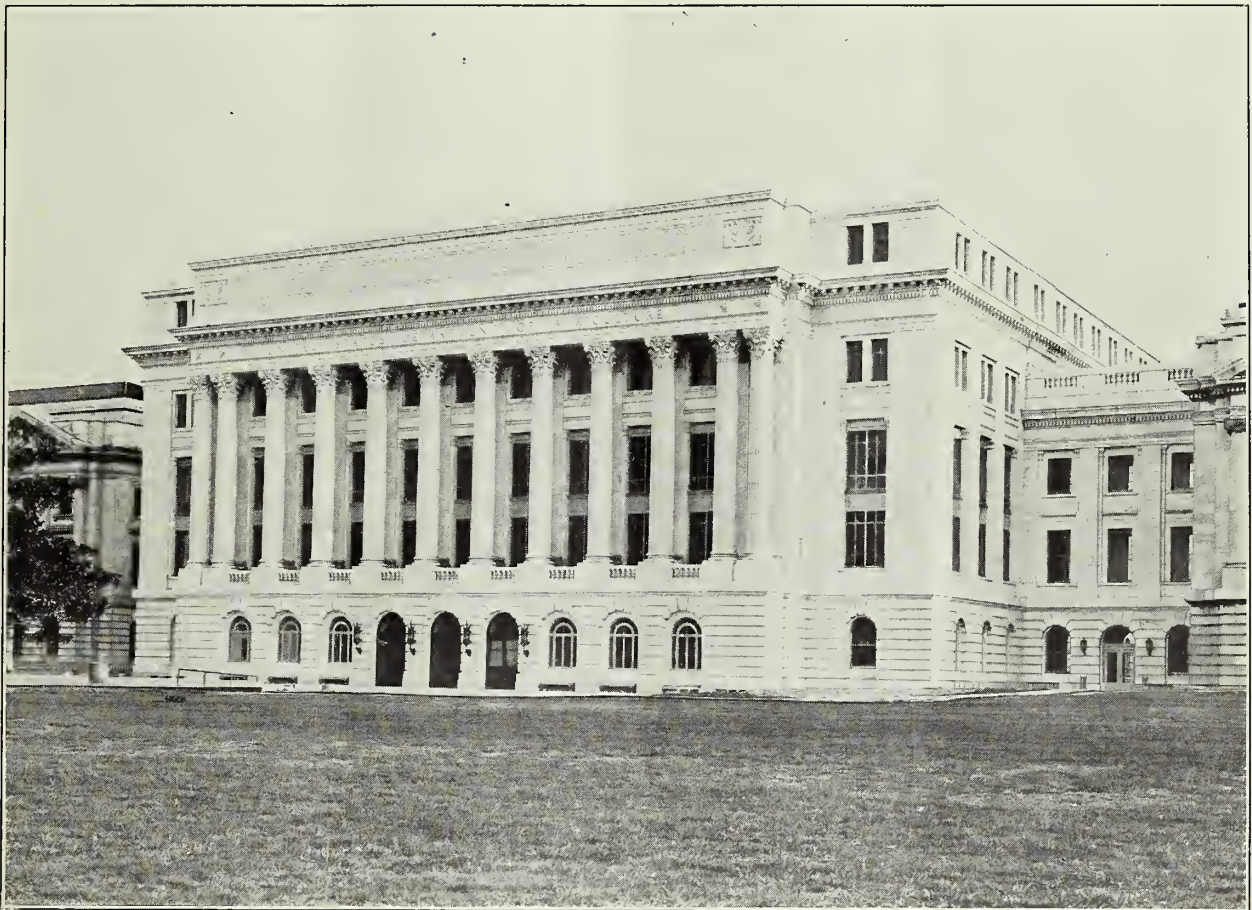


# Extension Service Review



Vol. 1, No. 1

MAY, 1930

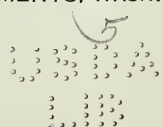


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# Extension Service Review

VOL. 1

WASHINGTON, D. C., MAY, 1930

No. 1

## Our New Publication

C. W. WARBURTON

Director of Extension Work, U. S. Department of Agriculture

WITH this issue the Extension Service of the department begins a monthly publication which is planned to reflect all phases of extension activity. The purpose of this publication will be to keep extension workers in every part of the United States acquainted with the latest results and methods in the extension field, to exchange news of activities in the various States, to be instructive, to indicate the sources of information and assistance helpful to the field, to center attention on the major objectives of extension work, and to encourage pride in the profession of the extension teacher. An organization such as the Extension Service, in which approximately \$25,000,000 is invested annually and which employs over 5,800 men and women trained workers will surely find a national extension journal a distinct aid to progress. The advantage of having each and every agent informed regularly, promptly, and effectively regarding new objectives adopted, new policies formulated, and new teaching methods developed is readily apparent.

The department Extension Service has endeavored in the past to reach the field through a number of mimeographed periodicals covering such phases of its activities as boys' and girls' 4-H club work, county agricultural agent work, home demonstration work, extension work in home management, horticulture, plant pathology, animal husbandry, forestry, and poultry. These mimeographed publications are being superseded by the REVIEW which will deal with all phases of extension work and will carry representative material in each field.

The need of a printed national extension publication has been felt for many years and from time to time efforts have been made to establish one. As early as July 17, 1915, C. B. Smith, now Chief of the Office of Cooperative Extension Work and at that time in charge of extension work in the Northern and Western States, sent a memorandum to A. C. True, director of the States Relations Service, recommending such a publication. In

this memorandum, Doctor Smith made a strong plea for "a systematic extension publication that shall represent the entire service and meet a need that is now felt by this office and all the extension force of both the department and the colleges with which we come in contact in the field." Doctor Smith then went on to detail what he conceived to be the form and extent of such a publication and it is interesting to note that the present REVIEW will incorporate many of the ideas he then outlined.

Nothing tangible developed from this memorandum but the idea did not die. From time to time, during the past 15 years, the subject was revived only to be met with difficulties in obtaining authorization and funds for printing such a publication. As the years passed and the extension organization became larger and more complex, it became imperative that means from a national standpoint be developed for reaching and assisting the field worker. These means took the form of circular announcements and mimeographed bulletins which have grown greatly in number as the demand for such information increased. Numerous mimeographed bulletins have been issued at stated times, either quarterly or monthly. Although this mimeographed material has proved helpful, such a method of publication is only a temporary expedient.

Recently the demand for a regularly printed publication has become insistent. The subject recurred with increasing frequency and had many advocates both in the field and in the department. Not only those connected with the administration of the Extension Service but the Office of Information, through its director, Milton S. Eisenhower, advocated such a publication. As a result, on January 16, 1930, Secretary Hyde sent a letter to the Bureau of the Budget strongly advocating the publication of an extension service house periodical. On January 22, the Director of the Budget authorized the issuing of the publication by the department and the EXTENSION SERVICE REVIEW, a dream of 15 years, became a reality.

The REVIEW will feature from month to month statements or stories of outstanding extension accomplishments and methods. In this way it will be able to present a picture of extension progress that should be an inspiration and help to every extension worker.

The field will be represented as fully as our space permits by news items, statements, and stories contributed by the several State extension services. It is to be hoped that every worker in the field will come to feel a personal interest in this publication and will make every effort to contribute to its success by furnishing material of outstanding interest and value to other workers.

In view of the fact that the extension forces are cooperating closely with the Federal Farm Board in its educational program, the REVIEW will from time to time direct the attention of our field agents to statements issued by the board, to facts and data obtainable from it, and to any publications or other teaching material which may be made available by the board for extension use.

The REVIEW will contain an editorial page in which will be reflected the policies and opinions of the Extension Service. We hope these editorials will be of help to extension workers and will serve to strengthen extension field activities. Administrative announcements and important changes in organization and personnel will be published month by month as occasion warrants. New publications of interest to extension workers will be listed from time to time. This publication will also carry information on important decisions, policies, and plans affecting the extension organization of the country and on the various services available from the Department of Agriculture. It is our hope to present in the REVIEW the best type of pictures illustrative of extension activities so that we may see as well as read what the service is accomplishing. We hope to make the EXTENSION SERVICE REVIEW in the fullest sense what its name implies, the official organ of the entire field force as well as of the Washington office.



# Necessity for Professional Improvement

C. B. SMITH

Chief, Office of Cooperative Extension Work

County agents are limited in their training. Taking all the county agents, both men and women, in 16 States as a sample of the whole United States and examining into the training of each, we find that 69.6 per cent have a bachelor's degree; 3.2 per cent a master's degree; and 3 per cent a doctor's degree; 18 per cent have only limited college training; and 9 per cent no college training. There is thus a total of around 27 per cent that have had only limited or no college training.

Each day the county agents are sounded to their depths and their well of knowledge drawn upon to the limit. That they feel the need of going up to the university from time to time to replenish their stock of knowledge goes without saying and needs no long-drawn-out argument.

Our reports show that, notwithstanding the desire of farmers during many years for help in the field of agricultural economics, we have been giving them on the whole an average of but 4 per cent of the time of county agents and specialists, covering more particularly farm management, marketing, and rural credit as specific projects. Ninety-six per cent of the time of these agents for the past five years appears to have been given to production and miscellaneous matters.

The report of the county agents for 1928 shows that, out of about 2,400 county agricultural agents employed, but 1,144—less than half—gave any attention to farm management; only 73 gave attention to farm credits; but 1,027 out of the 2,400 gave attention to cooperative marketing. We have no record as to how many may have given assistance to the farmer in crop and stock insurance, farm taxation, and like matters, but from our general observation in the field we know there were not many.

Although the Federal Department of Agriculture and some of the State agricultural colleges have been getting out agricultural outlook material for the past six years, supplemented by intentions to plant and breed data and information on price trends, hardly more than one county agent in three or one extension specialist in three in 1929 used this information with their farmers or took any substantial part in its dissemination.

A few of the States—not more than can be numbered on the fingers of both hands—are doing magnificent work in some phases of the field of agricultural

economics. At least 50 per cent of our States, however, are engaged only haltingly in this field.

And, why haven't the county agents and extension specialists undertaken more work in the economics field during the past 15 years? In the face of the farmer's solicitation and urge, why have so many hesitated? The fault would seem to go back to our colleges of agriculture. Most of the colleges have failed to give the county agents adequate training to make the agents feel sufficient confidence in themselves to advise the farmer in the economics field.

The county agent has been put out in the county and told to make good. He has emphasized in his work the things he was taught and knew best. These have been largely in the field of production. He has succeeded so well in this field that it is now possible to produce each year more of practically any commodity than the nations will take and pay a reasonable price for. In fact, the real problem now with many commodities is to restrain rather than to accelerate production. With production in some degree met, the time has come to give more attention to economics if we are to serve the farmer and the public in the most effective way.

Meanwhile, the field is white for the harvest. The Farm Board is here. Extension is called upon to give service in the economics field now. Only part of our forces are adequately trained for the work. What are we to do? This seems like a case where vital professional improvement is involved.

Moreover, we must recognize at the outset that it is not a case of taking on just one more man or two more men in the whole broad field of economics, but rather of training a number of men for the various fields of economics. Also, it is not practicable for every county agent to get away to college, even if he has the desire to do it. Training will have to be given most of them, therefore, where they are. We have to take the college, knowledge, and help to them in the field, and build up in the county agents confidence so that in future they can handle economic information as they handle production. This will probably have to be done through the aid of economic extension specialists, through short courses held at the college from time to time for extension forces, and through granting to the county agents some form of sabbatic leave. It would seem that

the colleges that failed to give these agents a working knowledge in agricultural economics when they were students at the college are under strong obligation to be liberal in helping them to obtain additional training now that the agents have become representatives of the college in the counties and are being solicited for help by farmers in connection with all phases of agricultural economics.

If we are to build up a strong extension force that meets expectations in these times of agricultural efficiency of the farmers, a force that has knowledge and courage and whose counsel is sound; if we are to build up morale and satisfaction in the force, we must provide a way for its growth. Extension agents will gladly do the economic work when they have the economic knowledge. Let us help them to the limit in their effort for further professional training in this field or in any other field in which training is needed.

We best serve our own interests as administrators and as colleges and the farmers' interest when we best serve the interests of extension agents and provide ways for their professional improvement and advancement.

## An Effective Slogan

The value of a good slogan, consistently and persistently used, is being demonstrated in Florida where the nutrition specialist, Mary A. Stennis, three years ago began to use the words, "Food, Nutrition, and Health." This slogan has appeared as the main title of all State bulletins used by home demonstration agents in their food and nutrition work among girls and women. This work emphasizes the importance of an adequate food supply, the use of home-grown fruits and vegetables, meal planning, and food preparation and preservation for maintaining health.

Under this slogan, during the past three years, women's home demonstration clubs held milk-for-health campaigns, established school lunches in rural and consolidated schools, cooperated in preschool child clinics, and team demonstration contests in salad making and bread making. The 4-H club girls prepared themselves to enter local, county, district, and State health contests and posture contests, and have given team demonstrations showing the contribution of foods to health and growth. One contest emphasized improvement in health and the best individual nutrition habits for a club girl, including the spread of her influence to other individuals in her family and community.



# The Federal Farm Board

ALEXANDER LEGGE

Chairman, Federal Farm Board

The Federal Farm Board, created under the agricultural marketing act passed by the recent special session of Congress, is charged with the responsibility of placing agriculture "on a basis of economic equality with other industries, and to that end to protect, control, and stabilize the currents of interstate and foreign commerce in the marketing of agricultural commodities and their food products." The methods prescribed for doing this are:

1. By minimizing speculation.
2. By preventing inefficient and wasteful methods of distribution.
3. By promoting the establishment and financing of a farm marketing system of producer-owned and producer-controlled cooperative associations and other agencies.
4. By aiding in preventing and controlling surpluses in any agricultural commodity through orderly production and distribution.

The agricultural marketing act is designed to enable farmers, through collective action, to control the production and marketing of their products. The board is fostering a system of local, State, or regional cooperatives amalgamated or federated into national commodity cooperative sales agencies. To participate in this program the individual farmer needs only to belong to a qualified cooperative marketing association handling his particular commodity.

Under the terms of the agricultural marketing act, the board may, with exceptions not here important, lend only to cooperative associations which are qualified under the Capper-Volstead Act of 1922.

To qualify under the Capper-Volstead Act, the cooperative must be composed of persons engaged in the production of agricultural products, as farmers, planters, ranchmen, dairymen, nut or fruit growers, acting together in associations, corporate or otherwise, with or without capital stock, in collectively processing, preparing for market, handling and marketing in interstate and foreign commerce, such products of persons so engaged. Such associations may have marketing agencies in common; such associations and their members may make the necessary contracts and agreements effecting such purposes.

Under the provisions of the act, however, such associations shall be operated

for the mutual benefit of their members and conform to one or both of the following requirements:

"1. That no member of the association is allowed more than one vote because of the amount of stock or membership capital he may own therein, or

"2. That the association does not pay dividends on stock or membership capital in excess of 8 per cent per annum."

Another requirement of the act is "that the association shall not deal in the products of nonmembers to an amount greater in value than such as are handled by it for members."



Alexander Legge, Chairman of the Federal Farm Board

In order effectively to carry out the provisions of the act, the board has already assisted cooperatives handling grain, wool, and mohair, cotton, and beans in the formation of national cooperative sales agencies for these commodities. Other cooperative groups are being afforded similar assistance. Whenever such national cooperatives are formed it is the policy of the board to extend the benefits of the agricultural marketing act to local, State, or regional cooperatives only through the national organization representing their commodity.

The measure of success of this venture will depend upon the understanding the farmers have of the possibilities of the law and their willingness to help them-

selves to obtain its benefits. Extension workers can render agriculture a great service by carrying the proper interpretation to the farm home.

When a commodity has been designated and a national marketing association set up to handle that commodity, when its management has been approved by the Federal Farm Board and its financial position in the industry made secure and to the farmer dependably assuring, then that association should attract the rank and file of farmers who produce that commodity wherever located. Extension workers may advise farmers to market their crop through a local cooperative unit, conforming with the requirements of the Capper-Volstead Act of 1922, to be handled through an approved cooperative national agency.

Extension workers can cooperate with the Federal Farm Board in assembling information regarding the need for cooperative organization of various groups of producers of agricultural commodities. They can arrange conferences of representatives of State agencies and of the Federal Farm Board for considering programs and policies relating to such organization. They can assist in arranging meetings of producers to hear discussions of plans for organization; and they can secure for growers and other interested persons, copies of by-laws, contracts, outlook reports, charts, and other data relating to the project under consideration. They can cooperate with Federal and State agencies in making regional surveys of cooperatives in order to assemble and analyze data to be used as a basis for organization programs and to enable specific cooperatives to make changes in their business set-ups necessary to bring them within the requirements of the Capper-Volstead Act. They can assist the cooperatives in countless ways, by furnishing advice and information, after the organization has been set up. In a word, they can be of inestimable value to the success of the cooperatives.

It is evident to all that an important and complicated task has been assigned the Federal Farm Board. It is equally evident that success will depend in a large measure on the cooperation given to the board by other Federal, State, and local agencies working for the development of agriculture. The Division of Cooperative Marketing in the Department of Agriculture has been transferred to the board. A fine group of trained workers are at our command. We are having splendid cooperation and support from the Department of Agriculture and other Government and



State departments. We are having the best of cooperation from the Federal Reserve Board, the Federal Intermediate Credit Banks, and the Federal Farm Loan Bureau in fitting into the established system of rural credits the supplemental financial assistance the Federal Farm Board is giving to cooperative associations.

With the earnest support of the extension workers throughout the land in the development and prosecution of cooperative programs of mutual interest, the work of the Federal Farm Board, under the agricultural marketing act, will be advanced immeasurably.

## Farm Board Facts

In what general way does the Federal Farm Board plan to help improve the farmers' marketing system? What must the farmer do in order to market his products through a central or national sales agency owned and controlled by farmers and recognized by the Federal Farm Board? What is an advisory commodity committee? What is meant by a stabilization corporation, and what is the position of the Federal Farm Board on the subject of stabilization? Can individual cooperative associations borrow money directly from the Federal Farm Board?

These and other pertinent questions concerning the activities and policies of the Federal Farm Board are discussed in a recently issued publication known as Circular No. 1, entitled "Questions and Answers." Forty-three general questions most commonly asked about the board and its program of improving farm conditions through more efficient marketing methods have been briefly but thoroughly covered in the circular. Only those activities of the board which are general in scope are discussed. No attempt was made to cover questions concerning plans for the marketing of any individual farm commodity. The questions and answers are classified into sections covering five main topics: General, organization, commodities, stabilization, and loans. The following excerpts from Circular No. 1 indicate the method of treatment:

**Q.** In what general way does the Federal Farm Board plan to help improve the farmers' marketing system?

**A.** First, by helping farmers organize into cooperative marketing associations. Second, by aiding in federating these associations into district or regional selling units and, wherever possible, into national sales agencies. Third, by assisting them through loans and in de-

veloping highly efficient merchandising organizations.

**Q.** What other major objectives does the Federal Farm Board have?

**A.** To assist farmers through collective action in controlling the production and marketing of their crops; to encourage the growing of quality crops instead of more crops; to aid in adjusting production to demand.

**Q.** What would be the effect on consumers of agricultural products if farmers limited production to harmonize with demand?

**A.** The Federal Farm Board is working on the theory that the production of farm products in excess of normal marketing requirements is a waste. It injures the producer without benefiting the consumer. The consumer requires and should have a normal supply of food and textile products of high uniform quality. The producer desires a supply which can be sold at prices that will assure him a reasonable profit on his farm business. The development and maintenance of a condition of stability with regard to production and price will benefit both producers and consumers. Such coordination of supply and demand is a problem to which the farmer cooperatives must give further attention, and in the solution of which the Federal Farm Board must render all possible assistance.

**Q.** Can farmers build up a cooperative system of marketing with the aid of the Federal Farm Board that will reduce fluctuations in prices of farm products, yield the farmers larger incomes, and yet not raise prices to consumers of farm products?

**A.** The Federal Farm Board believes this can be done.

"Questions and Answers" was prepared in response to a nation-wide demand for a publication outlining information about the policies and operations of the Federal Farm Board. The board believes that it will aid greatly in dispelling much of the existing misunderstanding.

Copies of Circular 1 were sent to all extension workers. Additional quantities of the publication can be obtained by any extension worker through his State director of extension or the Office of Cooperative Extension Work, United States Department of Agriculture, Washington, D. C.

Fifteen 4-H club summer camps will be held in Minnesota during the months of June and July. Club members from 20 counties will take part in these camps, 10 of which will last 3 days, 3 for 4 days, and 2 for a full week.

## Cooperatives to Be Studied

The Federal Farm Board and the land-grant colleges of the Northeastern States have undertaken a thorough study of cooperative associations in this territory. The board approved making the study on January 13, upon the recommendations of Commissioner C. S. Wilson, of the Federal Farm Board; W. I. Myers, agricultural economist of the New York State College of Agriculture; C. E. Ladd, director of New York Extension Service, chairman; and T. B. Symons, director of Maryland Extension Service, secretary of the committee of the land-grant colleges of the Northeastern States which has been giving consideration to ways in which the Federal Farm Board and the colleges might cooperate. The board further made available \$30,000 to finance the study and designated Doctor Myers as its representative in contacting with the various State colleges and in organizing the study in cooperation with them.

The study is being undertaken with the following objectives:

1. To determine the type of business of the many scattered local cooperatives in these States as a basis for the establishment of sound regional cooperatives.

2. To obtain detailed information concerning the volume of business, financial condition, and costs of operation of each cooperative. A careful analysis of the operations and financial condition will reveal inefficiencies in operation and weaknesses in financial structure which should be corrected in order to put these cooperatives on a sound basis.

3. To provide the basis for effective extension work by the numerous States with these cooperatives in order to get them on a sound, efficient basis.

4. To find out which, if any, of these cooperatives are not organized in accordance with the provisions of the Capper-Volstead Act.

5. To indicate to the people of these States that the Federal Farm Board is interested in their peculiar cooperative problems and that it is anxious to assist in the solution of these problems.

6. To enable the Division of Cooperative Marketing of the Federal Farm Board to correct and bring up to date its records of cooperative associations in these States.

Information regarding each active local cooperative business organization in these States will be obtained by personal visits to be made by trained investigators of the colleges and the board. All such information obtained will be



considered confidential and will be used principally in the computation of totals and averages. No information will be published that might reveal the identity of any cooperative association. After completing the field work, the results for each State will be tabulated and studied. Both the field work and the tabulation will be supervised by representatives of the Federal Farm Board so as to insure comparability of methods and results. Field work will begin not later than July 1, 1930, and will be completed as rapidly as possible.

The action of the board was indorsed by the agricultural committee of the New England Council, meeting in conference with Commissioner C. S. Wilson on February 24. Subsequently the committee of the land-grant colleges of the Northeastern States met in New York City on February 28, and discussed the details of the proposed study under the chairmanship of C. E. Ladd, director of the New York Extension Service. Preliminary reports on what the land-grant colleges of this area were doing in the economic field were made as follows: On extension, by H. J. Baker, director of the New Jersey Extension Service; on research, by W. L. Slate, director of the Connecticut Experiment Station, New Haven; and on teaching by Director Ladd. The committee authorized these men to put the data obtained in the form of a preliminary report to the Federal Farm Board, and further authorized them to form committees on these three phases of the work of the colleges to assist them in developing further data which would be helpful in meeting the economic situation.

Other members of the committee in attendance were S. W. Fletcher, of Connecticut; J. C. Kendall, director of the New Hampshire Extension Service; and Director Symons of Maryland. By invitation of the committee there were also present: J. L. Hills, dean of the Vermont College of Agriculture; N. T. Frame, director of the West Virginia Extension Service; and Florence E. Ward, regional agent for the Northeastern States, United States Department of Agriculture.

A pottery club, which might be classed under the house-furnishing project, was organized at the Zuni Indian Day School in McKinley County, N. Mex. The members received their instruction from an Indian woman in the village who taught them all the steps in pottery making. This is the second year they have had a club of this kind in that school.

## Farm Board Aids Michigan Cooperatives

The passage of the Federal marketing act making funds available for the use of cooperative associations which could meet the requirements set by the Federal Farm Board found Michigan with five established cooperative groups with a combined membership of 60,000 farmers. These were the Michigan Potato Growers Exchange, the Michigan Milk Producers, the Michigan Elevator Exchange, the Michigan Livestock Ex-

The representatives of Michigan and Wisconsin fruit growers met the Federal Farm Board in December, 1929, and asked for lines of credit to assist in handling fruit produced in the two States. The cherry growers asked for \$720,000 to build or purchase processing and canning plants; and the apple, peach, and grape growers of southwestern Michigan asked for \$1,200,000 to make it possible to obtain the plants needed to handle these fruits.



Loading Michigan cherries for market

change, and the Michigan Fruit Growers (Inc.). These cooperative groups have developed in the past 13 years during which cooperative marketing work has been one of the major projects of the extension service of the Michigan State College. Throughout the period of development of these groups the staff of the extension service has advised and assisted in their growth. Consequently, when these groups came to seek financial assistance under the Federal marketing act, they asked the extension service to give them assistance in preparing their case for presentation to the board. Gifford Patch, jr., specialist in agricultural economics for nine years was given the task. Mr. Patch together with J. F. Cox, dean of agriculture, and V. R. Gardner, director of experiment stations, have helped the Michigan delegates in presenting their case to the Federal Farm Board.

Both credits were granted under certain conditions which had to be fulfilled before the money became available. The cherry growers were required to obtain approved crop contracts for 60 per cent of the total tonnage of cherries grown in the producing areas. This has been done, and the organization has now asked the board for the release of the first funds for the purchase of a processing plant.

The work of the other fruit groups has gone steadily forward in qualifying for Federal assistance. The groups are being merged into the Great Lakes Fruit Growers (Inc.) and crop contracts, 50 per cent of the total tonnage, are being obtained. State college extension men aided both marketing bodies in meeting the conditions imposed by the board.

In January, the Michigan Potato Growers Exchange presented its case to the Federal Farm Board and asked for a



loan of \$55,000 to finance the storing and marketing of certified seed potatoes. The loan was granted and the money has been used for the purposes for which it was requested.

Money loaned by the Federal Farm Board to Michigan bodies is secured by first mortgages on business properties and the interest rate is determined by the rate on Federal obligations on the day when the loan is granted. The co-operative organizations are granted the lowest interest rate which the Government pays that day.

## Virginia's Educational Campaign

The Virginia Extension Service has under way an educational campaign in cooperation with the Federal Farm Board in the tobacco-growing counties of the State, looking to the organization of producers on a basis that will permit the board to render assistance to the industry.

W. S. Green, of Burkeville, is employed by the Federal Farm Board to co-operate with the extension division and the State department of vocational agriculture in putting on this campaign. The educational work is being done by county extension agents, teachers of vocational agriculture, and local leaders, through holding local meetings in every community where the tobacco growers are willing to come together to discuss the following questions:

1. What the Federal Farm Board can do to help the tobacco growers.
2. The present situation in regard to the production and marketing of tobacco.
3. What the farmer must do to become a qualified cooperator.
4. What essential things should be included in a contract for cooperative marketing?
5. How to set up a cooperative tobacco association should one be desired.

As the first step in this campaign of education, leaders' training conferences were held in Chatham, South Boston, South Hill, Farmville, and Lynchburg. At these conferences the county agents, teachers, and local committeemen were given accurate and uniform information on the subjects mentioned above, and they were trained in methods of presenting this information effectively at local meetings. Local follow-up meetings are being held at from 3 to 10 points in each tobacco county looking toward the adoption of a uniform marketing agreement.

## Extension Problems Needing Consideration

H. W. MUMFORD

Dean, College of Agriculture, University of Illinois

I should like to discuss briefly two things in connection with extension work that seem to me to need the serious consideration of colleges of agriculture throughout the country. I say colleges of agriculture because they are the agencies in cooperation with the Federal Department of Agriculture, to which have been delegated the responsibility for administering and directing the extension work in the 48 States and Hawaii.

It is safe to say that there has been a decided improvement in extension personnel through the year. This statement, as hopeful as it may seem, is not a complete answer. In considering the question of personnel, I am inclined to approach it with the question: From county, State, and national standpoints are the men and women now in the service better able to meet the problems of the Extension Service, as they present themselves to-day, than were these same or different people to meet the problems of earlier years?

Obviously, we are each entitled to our own opinions. It is my opinion that, from the standpoint of personnel able to cope with present-day problems, we have held our own and perhaps gained a little, but not enough to brag about. This opinion is based, not so much on the relative quality and training of the personnel, as it is on the rapidly growing complexity of problems with which the Extension Service is confronted and on the fact that we are confronted with an actual reduction in available men, principally as a result of a material reduction in enrollment in colleges of agriculture throughout the country over the past few years. Not only has the actual number enrolled been much reduced, but the graduates have been less enthusiastic about taking up definite agricultural careers. In the main, the agricultural depression has been the cause. Regardless of the cause, however, it is a fact that must be reckoned with.

From some standpoints the frequency with which changes in the personnel of the Extension Service have taken place has been a handicap to the work. However, the time is opportune, I believe, to give serious consideration to the question whether under present circumstances length of service is necessarily an asset. I do not need to discuss the many reasons why more frequent changes have been impracticable in the past, even if they had been desirable. Suffice it to

say, that some of these reasons will not operate in the future with the same force as in the past, and we may now ask: How long may a county agent, farm adviser, a subject-matter specialist, or a supervisor remain in extension work with advantage to the work? Has it not been rather generally accepted that the more experienced an extension worker is, the more valuable he is? I am wondering if that is now true as a general rule.

Some will say there can be no general rule that will hold true in all cases; the answer in any given case will depend upon the individual involved. Granted, but are there no logical reasons why a county or State worker is likely to be more valuable the first few years than after he becomes a confirmed extension man? The advantages of accumulated experience to an extension worker are well understood, and are likely to be given their proper weight as against any possible disadvantage we may list in connection with long-continued service; but the disadvantages I think have been given less consideration than they warrant.

I have observed that there is a tendency among some of the extension specialists who have been long in the service to lose some of their enthusiasm and zeal in the work. They are confronted, no doubt, with the same depressing effect which the speaker experiences who is obliged to deliver the same address over and over again, or the actor who plays the same part in a play for the hundredth performance. Only a genius can maintain enthusiasm and zeal under such circumstances. A tendency develops to rely upon cleverness and the arts of the public speaker, rather than upon the appeal and value of the subject matter. Some extension specialists, too, can not resist the temptation of building up a personal following rather than a following for agriculture and the institution they represent. There is danger also of following a standardized technique and program rather than being alert to improve what is offered and the method of offering. One defense of the specialist may be that he does not have time to do otherwise. Whatever may be said against the practice of placing on the subject-matter extension specialist some responsibility for experiment-station work, there is much to be said in favor of his having the mind and the point of view of the investigator



toward the methods he uses in presenting his material.

In the objectives of extension work the development of the farm home has not had the emphasis, I believe, that it merits. The raising of rural standards and ideals in matters of home comforts and conveniences, so that children may have suitable environment for a well-balanced development, should be given more serious attention in plans for agricultural improvement. Only a few months past, I overheard a prominent home bureau woman in Illinois say that not infrequently farm women would sit and listen attentively for the better part of a day to a program of especial interest to men, such as best methods of raising pigs, feeding dairy cows, or of selecting seed corn; but if a woman attempted to speak on raising children, the men would either walk out, would be indifferent, or would go to sleep. This is bitter medicine for a man to take, and I am not altogether prepared to accept the statement without some reservations. However, I am convinced that not enough thought and emphasis have been put on the rearing of children and the development of the farm home. The fact that there is an increasing interest in and a demand for home-economics extension and boys' and girls' club work is one of the significant developments of recent years.

I am wondering what the various answers would be if we were to try to say what has been the most important accomplishment of the agricultural extension work in the United States since the enactment of the Smith-Lever law. We doubtless should not all answer the question in the same way. A considerable number would say that it has been the wider dissemination of farm facts among farm people. If that be true, then the stated purpose of the act has been accomplished. But just as a by-product of an industry sometimes becomes more important than the main product, I should say that the development of rural leadership which has come incidentally in the attempt to disseminate facts, has been the great accomplishment of Smith-Lever extension work. Among a body of people used to relying on themselves, used to individual responsibility and individual accomplishment, it is natural to find the characteristics which, given the opportunity, make capable leaders. In the councils of the nations, we now have men who have come up through farm-organization movements, which in turn have been stimulated, aided, and in some instances, developed through the Smith-Lever work.

If I were asked what is the greatest need of the extension service, I should say a better-trained staff, which spends as much time in finding out what needs to be done as it does in attempting to get others to believe that they should do it. I believe that the next 10 years of extension work will be more exacting than the last 10 years. I believe that we should be more concerned in doing thoroughly well what we are doing than that we should try to reach the last man. I believe that we shall need to give more attention to the proper balancing of our programs; that we shall need to begin at once to develop methods that will stimulate, rather than stifle, individual thinking among the mass of farmers, for most certainly the farmer should look forward to the time when he can think through the most of his problems himself rather than feel impelled to call upon an expert to answer most of his questions.

### Scrub Bulls Eliminated

All scrub dairy bulls have been eliminated from Catawba County, N. C., following a campaign put on last year by J. W. Hendricks, county agricultural agent, assisted by F. R. Farnham, dairy extension specialist, and the county is now the third in North Carolina and one of the few in the United States that has only purebred dairy sires within its borders, announces John A. Arey, in charge of dairy extension work at the State Agricultural College.

The campaign to eliminate the scrub dairy sires was begun in Catawba last March with a farm-to-farm survey made to locate all scrubs. The survey disclosed that there were 66 such animals and 86 purebreds. Mr. Hendricks then addressed a letter to the owners of the scrub stock asking them to cooperate in freeing the county of the low-grade animals. A list of breeders having purebred bulls for sale or for use was inclosed.

This letter was followed by another personal visit from the county agent and the extension dairyman, until finally last September four large community sales were held. Butchers were invited to attend these sales and to bid on the scrubs which had been gathered at the four convenient points. In this way, 28 animals were sold at auction for beef. Follow-up work on the part of the extension forces resulted in each of the remaining animals being disposed of until now the last scrub of breeding age has been removed.

### Beautifying Home Grounds

"Three hundred and forty-eight homes in the counties of the Macon district of Georgia are enrolled in contests and campaigns to beautify home grounds," says Rosa McGee, district home demonstration agent. "Study groups are organized, and the fundamental principles of landscaping are taken up in reading and group discussions, lectures, and demonstrations. A study of shrub selection is made. Tours are made to nurseries and to homes that have been landscaped. Groups of people go to the woods to study and identify native shrubbery that is adaptable for base planting and grouping. Plans of the home grounds are drawn to scale, and after the study and selection of shrubbery and trees are made the plan for planting is finished. During the fall and winter a great deal of planting is done. Many women propagate some of the plants which they use about their homes. They also have exchange days when they bring to one place the plants which they wish to exchange. In this way greater results are accomplished with less expense. This plan spreads information regarding the growing of different kinds of plants.

"The grounds of schools and churches have also come in for their share of consideration. With the help of all in the communities, some school and church grounds have been planted in one day as a demonstration. Careful planning is necessary if this is to be accomplished. The home demonstration agent in Sumter County gives the following description of how this was done: 'The county home demonstration council requested a plan for planting the grounds of one of the schools. The help of H. W. Harvey, the State horticultural specialist, was secured. At the January meeting of the community home demonstration club, a list of the native shrubbery that was suitable to use and that could be found was made. We listed the shrubbery that could be contributed by the women and the shrubbery that we could buy; made a planting plan, and estimated the number of different shrubs and trees needed. When the day which had been agreed on for the planting came, different women brought various native plants. An estimate of the fertilizer, labor, and tools needed had been made. Six wagon loads of fertilizer were brought and eight negro men with tools came to work. The women prepared and served lunch to the group. Five hundred plants were set out during the day. The planting of the grounds around both the school building and the teacher's home was finished that day.'"



## Extension Service Review

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MAY, 1930

### The Review

With this, the initial number of the **EXTENSION SERVICE REVIEW**, the Extension Service of the United States Department of Agriculture begins the publication of a monthly periodical that is greatly needed to aid the work being done in the field. The origin of the **REVIEW** is briefly mentioned in an article printed elsewhere. It is the intention of the service to keep this periodical on a high plane and to endeavor to reflect in its columns the accomplishments and methods of the extension forces. The **REVIEW** is planned to be the spokesman of the entire service, and we trust that the workers in the field who are on the front line of extension activity will make this publication their own. It will publish from time to time pertinent articles concerning extension work contributed by outstanding leaders. It will carry stories of accomplishment in all the fields it serves, and will outline methods of procedure that have proved to be valuable in extension teaching. The **REVIEW** not only welcomes contributions from the field but urges its readers from every State to supply timely stories on extension activities. It is hoped that this publication may prove a faithful and vivid record of extension progress and development.

### Extension's Opportunity

The Federal Farm Board now has under way the national organization of marketing facilities and finance for 11 of the great agricultural commodities. Whether or not this program succeeds

depends largely on how well the individual farmer understands and supports it. Speaking on this point Chairman Legge of the Federal Farm Board says in this issue of the **REVIEW**, "The measure of success of this venture will depend upon the understanding the farmers have of the possibilities of the law and their willingness to help themselves to obtain its benefits. Extension workers can render agriculture a great service by carrying the proper interpretation to the farm home."

This statement is an invitation and a challenge to extension forces. It is an invitation to make the educational contribution to the new national program for agriculture that will help establish its success. In so far as farmers throughout the country are able to operate local cooperative associations as efficient units of a national marketing organization, to that extent the new program will succeed. With intelligent understanding to do his part the farmer can reap, through such cooperative effort, the full benefit of the agricultural marketing act. Extension workers can help materially in giving him this understanding.

The Federal Farm Board believes the extension worker to be ideally situated and equipped to tell the story of organized marketing to the farmer and to gain his support for the cooperative movement. This belief on the part of the board is a challenge to the ability and reputation of the extension worker.

### Contests

The contest, as a means of arousing interest and obtaining attention, is as old as advertising and education. Extension agents have used successfully contests in poster making, in production, in exhibits, and in skill.

Within recent years manufacturing and business concerns have cooperated with the county extension agents in supplying suitable prizes for educational contests conducted by extension workers. Certain principles govern the proper use of prizes in these contests. They should be of a nature to contribute to the educational program of the county. They should be offered in a way to create a broad interest in the practice to be taught. In making awards attention should be focused on better practices encouraged by the contest, and not on the prizes or their donors.

Some commercial organizations have requested the cooperation of extension workers in conducting contests that involve the use of trade-marked goods by the contestants. Such purely advertising efforts on the part of manufacturers

and merchants should not be confused with those conducted on a sound teaching basis in which the contest serves to obtain the interest and attention of a large number of people in an educational way. Extension workers wisely refuse to cooperate in advertising contests promoted by manufacturers and merchants involving the use of their goods by the entrants in a contest. While such efforts on the part of business men may be considered ethical from the standpoint of trade promotion, the extension worker can not lend his support or sanction to such an enterprise under the guise of educational effort. It is gratifying to observe the care with which proposed contests at the present time are scrutinized by the extension worker and his refusal to lend his name and office to any scheme that has as its primary purpose the increase of the immediate sale of goods to farming people.

### Questions and Answers

The **REVIEW** from time to time will publish a series of questions and answers. The questions come directly from the field and are points of discussion with our field workers. The answers will represent the best thought we can obtain from specialists in the work represented by the question.

**Q.** Which States pay all the salary of county extension agents from State and Federal sources?

**A.** The States of California, Delaware, Nevada, Pennsylvania, Utah, and Territory of Hawaii pay all the salary of the county agricultural agents from State and Federal sources, California, Connecticut, Delaware, Nebraska, Nevada, Oregon, Pennsylvania, Utah, and Hawaii pay all the salary of the county home demonstration agents from the same sources. Hawaii also pays all field expenses of county agents from Territorial sources.

**Q.** Does the Federal retirement act apply to cooperative extension employees?

**A.** The Federal retirement act applies only to civil service employees of the department. The cooperative employees are not entitled to the benefits of the act.

**Q.** Will a letter addressed to the Office of Cooperative Extension Work reach the proper person or must it have a specific address to receive proper attention?

**A.** A letter addressed to the Office of Cooperative Extension Work will be forwarded to the proper section for attention and will receive the same consideration as one addressed to an individual in the office.



# Economic Justice Through Organization

Excerpts from Secretary Hyde's Speech to the Fifteenth Annual Convention  
of the Illinois Agricultural Conference at Springfield, Ill.

IT is a happy and helpful thing that everybody is thinking on farm problems. Diverse results are to be expected. Nevertheless, you may start your reasoning at any given point on farm questions and your logic will, in the end, bring you inevitably at grips with the problem of the surplus. By surplus I do not mean merely the carry-over. Some carry-over is necessary. Nor does surplus always mean the margin over domestic consumption. Of some products, such as cotton, we shall always be exporters. The surplus with which farm thinking must busy itself is that part of the crop which the market, domestic or foreign, can not absorb without disastrously breaking the price.

American agriculture is overexpanded. We produce a price-breaking surplus of many staple crops. Other factors contribute to complicate the farm problem. Overexpansion is fundamental.

There is nothing new in all this. Agriculture has been greatly expanded, both at home and abroad. The facts are well known. The question is not as to conditions, but as to the method of dealing with them.

There are those who maintain that it is the duty of the farmer to express himself in the largest possible production, that he who makes two blades of grass grow where one grew before is a public benefactor; that the farmer has not only the right but the duty to produce as much of the crops which he raises as the greatest possible acreage, the most scientific methods, and his own best efforts will permit.

If this theory is to prevail, then logically we should encourage a larger acreage per man; an increasingly scientific, mechanized, and intensive cultivation; and the most efficient system of marketing. But before we embark on this program we are bound to recognize that enormous surpluses will be produced which must compete for the markets of the world. Inexorably they must be sold on the basis of a competitive price. This in turn means that American farmers must produce at so low a cost as to return a profit on the world price. If this is our program then we must compete with a foreign agriculture which is also expanded, which has the benefit of cheap lands; uses cheap labor and, in increasing degree, modern machinery. Such expansion would mean ever-increasing sur-

pluses from America meeting foreign competition in the world market. No debenture, or other scheme of subsidy, could equalize such conditions. The American farmer can not, and ought not, be compelled to meet the fierce competition of cheap lands and low standards of living of other countries.

Under the circumstances, shall we continue annually to pile up mountains of foods and fibers, the very size of which reduces the world price, breaks the price at home, and leaves us poorer? Shall we perpetually attempt to pile the mountain higher? There is nothing economically sound or socially desirable about producing crops to sell at less than the cost of producing them.

We mix plenty of brains with the soil in our production of crops, but we do not consider the market before we plant, nor can we follow our production through in the market after it is produced. We use scientific methods to plow, seed, and reap; we use no method at all in regulating the size of the output or the movement to market. We have little voice in the sale of our own products.

But you say, shall we abandon scientific methods, scrap our machinery, and let our lands lie idle while interest and taxes eat them up? Certainly not. Let us not forget that scientific principles and mechanical farming should apply to the method and cost of production and not to the size of the crop. Profit, not surplus products, will determine prosperity. Interest and expenses are met out of surplus profit, and not out of surplus production. Profit, not quantity of crop, determines the standard of living and supports civic enterprises. What the Nation needs is not more crops or less crops, but prosperous and contented farmers.

One general answer to farm problems is organization; organization to control marketing, to standardize output, to eliminate the waste and duplication in marketing and distribution, and to mobilize the economic power of agriculture. Thus the farmer can approximate the position of industry, or of other groups. By the long arm of his own organization, the farmer can make himself felt beyond his own line fences and in the markets of the world. Through his organization, the farmer can get information as to commodity supplies, can

bring his production within the limits of demand, can control the surplus problem by preventing it. By organization, the farmer can take control of his own industry; reestablish the independence of his calling, win his own place in the sun of economic equality, and, having won it, hold it against all the changing vicissitudes of the future.

The modern organization of business and industry has complicated and enlarged the problems of agriculture. Organization has taken over every industry except agriculture. Competition in industry is no longer between individuals, but between organizations. Labor is organized. Agriculture alone interposes against the competitions of powerful organizations the bared breasts of its individual producers.

To assist in the organization of agriculture, to take the problems of the various farm commodities out of the realm of politics and partisan bickering, and to meet them in the realm of economics, to set up an authoritative tribunal which shall study each separate problem, and afford leadership for agriculture in all its phases; and to do this not by subsidy nor by governmental dabbling in business, but by helping the farmer to help himself through his own organizations, this is the purpose of the agricultural marketing act.

Industry, which owes much to business organization, should welcome the opportunity to lend a helping hand in the organization of agriculture. With all due credit to the personal factor of initiative and ability, the fact remains that organization has played the predominant part in the rapid growth and prosperity in industrial and commercial fields. From the standpoint of self-interest, industry can well afford to assume a helpful attitude toward securing economic equality for agriculture. Here are 27,000,000 consumers who know the value of American-made products. No change in packages, in credit facilities, or in sales departments of industry is needed. The increase in purchasing power of the farmer will mean enlarging markets and continued industrial expansion. Economic equality for the farmer means an increase in the net annual farm income. The larger part of this would soon find itself in the channels of trade.

We talk much of economic equality. We have set it as the goal of our quest.



## The Fourth National Boys' and Girls' 4-H Club Camp



The fourth National Boys' and Girls' 4-H Club Camp will be held in Washington, D. C., June 18 to 24. The primary purpose of this camp is to give representative rural young people an opportunity to become better acquainted with the work and facilities of the United States Department of Agriculture, to study their Government at first hand, and to confer with representatives of other States. Each State and the Territory of Hawaii may send to this camp four delegates, two boys and two girls, accompanied by one or more members of the State cooperative extension service, who are in charge of club work. These boys and girls, who must have been club members in good standing for at least three years, are chosen for outstanding achievements in agriculture or home making.

The daily program for the national camp provides for the opening of the day with an assembly in the auditorium of the Natural History Building of the Smithsonian Institution, where the club members will be addressed each morning by a speaker of national importance. Judge Florence E. Allen, of the Supreme Court of Ohio, will be one of the speakers to address the club members on June 23. Following the morning session there will be conferences of club members and club leaders, after which the club members

will be taken to a place of historical interest while the club leaders remain in session.

In the afternoons club members will make tours to Mount Vernon, Arlington Cemetery, and other places of historical and national significance. They will place a wreath on the Tomb of the Unknown Soldier. The dairy husbandry and animal husbandry farms at Beltsville, Md., and the plant industry farm at Arlington, Va., will also be visited by the club members.

In connection with the camp, the 4-H club banquet will be held on the evening of June 21. Arrangements are being made for a radio broadcast program on that evening with the possibilities of a national hook-up. Each evening there will be a camp fire.

The boys' uniform will consist of white duck trousers, white shirt, white hat, black tie, and belt. The girls' uniform will be of jade green with white trimmings and a white hat. Throughout the week's activities the club uniforms and emblems will be worn, not only that delegates may be easily identified, but so that complete democracy in respect to clothes may be assured to every boy and girl who comes and so that the group as a whole will make a pleasing picture.

The Trunk Line Association of the railroads and the various passenger asso-

ciations throughout the United States are cooperating by granting a special rate to those who will attend the camp of one and one-half fare for the round trip on the identification certificate plan. The Pullman Co. has made a special concession which will entitle club members, leaders, chaperons, and members of their families to purchase accommodations in Pullman cars at 50 per cent of the regular tariff rate while en route to and returning from the club camp.

### Better Community Meals

Thirty-two organizations entered the "better community meals" contest recently sponsored by the Middlesex County Extension Service, Massachusetts. Such groups as granges, parent-teacher associations, and church societies, availed themselves of the opportunity to compete for the \$50 in prizes for the three best community meals served in the county between November 1, 1929, and March 1, 1930.

The home demonstration agents, who did the judging, observed many definite improvements in these community meals as compared with similar affairs held in previous years in this county. The following points are mentioned as typical of these "better community meals."

1. All meals were well-balanced.
2. There was a choice of dark or white bread.
3. Milk was provided whenever children were to be served.
4. The dining rooms were neat and orderly.
5. Tables were attractively decorated and properly set with clean dishes and silver.
6. Waitresses were dressed in fresh white attire.
7. Kitchens were made orderly and sanitary.

The score card used gave a total of 40 points out of 100 to a balanced menu of well-prepared and attractive food served; 40 points to the cleanliness and order in the kitchen, and 20 points to attractiveness of tables, order in the dining room, and skill and neatness of the waitresses.

Many interesting stories reached the ears of the judges. In one group which entered the contest the women spent two days rejuvenating the kitchen and obtaining the cooperation of the brothers of the order to paint the kitchen walls. In another group the women obtained the help of the men in their organization, and while these men scrubbed the dining



room floor for the first time it had been scrubbed in 30 years the women scrubbed the kitchen, lined the shelves, polished the stove, and painted the rusty old oven interior with radiator paint. This great zeal for cleanliness was stimulated by the fact that the score card used in judging the community meals allowed for a possible 56 points out of 100 for cleanliness, order, and attractiveness of the kitchen and dining room.

### 4-H Leaders Organize

County associations of 4-H club leaders, first organized in New Hampshire four years ago to serve as a social club and a clearing house for ideas, have earned for themselves a very definite place in the 4-H club program, according to C. B. Wadleigh, State club leader. Each association has assumed more and more responsibility until the original purposes have grown to include a long list of additional achievements.

As an example of the work that is being done, a State institute for recreation, which met for a week in Manchester, was a project managed wholly by the State local leaders' association. The school was limited to 50 persons, 35 of whom were 4-H club leaders sent to represent their respective counties. Early in June a second institute is to be held, a testimony to the worth of the first. The State association also financed trips to New York for a club member and leader to broadcast during the national 4-H club radio hour of the United States Department of Agriculture. Four club delegates were sent to Camp Merrowista, a national youth leadership training school at Center Ossipee, N. H., for a period of two weeks.

The associations are particularly active during farmers' and homemakers' week, attending training classes each morning and discussing club work at a State leaders' association meeting each afternoon. A large share of the field day program is in their charge, and the preparation and serving of all meals are a part of their duties.

Two county associations set for their goal in 1929 the organization of a 4-H club in every community in the county. It was done. The local leaders are instrumental in interesting others in becoming leaders, and are of great assistance to the club agents in planning the club work and in meeting club problems in the county. About 400 of the 533 club leaders in New Hampshire are members of these associations.

## Extension Work in Hawaii

The Territory of Hawaii, the youngest member of the extension family, closed its first report year in a most creditable manner. It was among the first to have a complete set of reports in the Washington office. There are two extension agents, a man and a woman, in each of the four counties in the Territory, one of these counties having an extra man. Although but two of these nine agents have been at work for the full year, all had completely developed county extension programs with written plans of work.

Hawaii's agricultural population is composed of various racial groups and practically no white farmers operate on a small scale. Its agriculture is almost completely industrialized. Its crops are quite different from those produced on the mainland. The extension demonstrations have a familiar sound: Range pasture improvement, weed control, poultry culling, dairy improvement, home gardening, fruits for the home, pruning, and fertilizing are samples in agriculture; and proper food for the family, comfortable clothing, and home conveniences are samples in home economics. The work is based on demonstrations reinforced by farm and home visits, meetings, tours, publicity, and the usual line of demonstration accessories. The home economics work is carried on through home

demonstration clubs. A farm women's camp was held in one county and a boys' and girls' club camp in another. A club boy was sent to the National Boys' and Girls' Club Camp held at Washington, D. C.

Perhaps the most outstanding lines of work in agriculture during the past year have been in connection with the control of the rice borer in one county and rat control in another. Rats are serious pests on the coffee plantations and as a result of an organized rat-killing campaign by the county extension agent, it was estimated that the value of this work alone would more than pay the cost of extension work in this district for 10 years.

Notable progress has been made in boys' and girls' extension clubs. Each of the nine county extension agents have a goal of at least 250 club members at the end of the second year. Already two of the agents have exceeded this goal.

There are two Territorial agents (specialists), one in animal husbandry and one in forestry.

The agricultural extension service, which is one of the three coordinate divisions of the University of Hawaii, has three divisions—administration, agriculture, and home economics. There is an assistant director for agriculture and an assistant director for home economics,



Club boys judging poultry in Hawaii



who have immediate charge of all extension work in their respective fields. The assistant director for agriculture is also Territorial agent in tropical agriculture and the assistant director for home economics is Territorial agent in home economics. The director, who has the rank of dean in the University of Hawaii, is in charge of all administrative matters. The salaries and expenses of all county extension agents are paid from Territorial and Federal funds. No county or private funds of any sort enter into the extension budget. All professional employees are members of the faculty and have sabbatical leave, insurance, and retirement benefits on the same basis as other members.

### Home Demonstration Work in Ohio

A 50 per cent increase in the number of different homes reporting improved practices due to home demonstration work from 1927 to 1929 was made by 12 of the counties in Ohio having home demonstration agents. In 1927, the attention of the Ohio home demonstration staff was called to a study made by Grace E. Frysinger, Federal extension home economist, as to the percentage of farms reached in each county by home demonstration agents of the Central States.

Ohio took up the challenge for that State. Some of the means used to increase the number of homes reached include regular and increased volume of news articles, circular letters, window displays, contests, playlets, talks at general meetings, achievement day programs, and more especially the increased number and better use of local leaders and more complete records of results accomplished.

Comparable data for the 3-year period were available from 12 counties. In this study the number of farms refers to data as of the 1925 agricultural census. The data on percentage reached is based upon the number of different adult women reported as adopting improved practices. While it is possible that there may be some instances where two adult women came from one farm home, it is probable that the number of such cases is too small to appreciably affect resulting percentages.

The following data represent a few of the outstanding data, the steady improvement being noteworthy. In 1927 these agents reached 26 per cent of the farms. In 1928 they reported reaching 31 per cent and in 1929 they had increased the figure to 39 per cent.

The maximum number of farms reached by any agent in 1927 was 27 per cent and the minimum was 7 per cent.

In 1928 these figures increased to 39 per cent maximum and 25 per cent minimum, and in 1929 the maximum was 66 per cent and the minimum 19 per cent.

The largest number of homes reached in any of these counties in 1927 was 1,026. In 1928 this number increased to 1,553 and in 1929 one of these counties reported 2,100 homes.

In 1928 these agents reached 19 per cent more homes than in 1927, and in 1929 they reached 27 per cent more homes than in 1928, a gain of 50 per cent in 1929 over 1927.

The results obtained by these Ohio home demonstration agents are but the beginning of sustained effort to extend home demonstration work to all the women of each county employing a home demonstration agent.

### Farm Economics in 4-H Club Work

Farm-economics projects designed particularly for the older club member are emphasized in the Montana 4-H club program. Many of the club members in these projects are carrying on cost of production records with small grains and at the same time producing a home-grown supply of well-bred seed.

C. E. Potter, State club leader, reports that in all the projects reported in this section there has been a production phase. With the many new things developing in farm economics, cooperative marketing, machine farming, with the activities of the Federal Farm Board, and with the growth of a new agricultural policy on the part of the Nation, he says it is fitting that the extension service should play an important part in reaching young men between the ages of 17 and 25, in giving them some conception and vision of the larger things involved in such a program.

Twenty-one of these farm-economics clubs were organized in 12 Montana counties. Seventeen local leaders, five of whom were former club members, and five assistant local leaders assisted the county extension agents in the supervision of the program. These clubs held 121 meetings, 23 tours, and 4 achievement-day programs. Over 67 per cent of the members in these projects were in the age group 14-20; 15 per cent being in the group 18-20.

Fifty-nine of the meetings were attended by county extension agents at which time they gave 23 demonstrations. County agents also visited 121 of the 128 homes represented in this project.

One of the attractive and novel features added to the program of the farm-

economics clubs in Teton, Hill, Roosevelt, and Phillips Counties was the field day held at the Brockton experimental farm where they observed the operation of power machinery with its latest adaptation to the newer developments in farming in northern Montana. It has also been in the program of a great many of the clubs to visit the experimental substation.

### Spraying Demonstrations

A summary of the potato-spraying demonstrations held in Pennsylvania during the past 12 years according to R. S. Kirby, extension specialist in plant pathology of the Pennsylvania State College of Agriculture, shows that there has been an average increase of 80.2 bushels per acre of sprayed over unsprayed potatoes. The average number of spray applications has been  $7\frac{1}{2}$ , which means that each time an acre was sprayed there was an average increase in yield of  $10\frac{1}{2}$  bushels. Figures on the cost of spraying have been kept by the farm management department. These show that the 80.2 bushels per acre increase has been obtained at a cost of 16 cents a bushel. The trend in potato spraying has been from an average of 5 sprayings per year when spraying started in 1918 to 11 to  $12\frac{1}{2}$  sprayings per year as occurred during the past three years. Yields have increased in proportion to the number of sprayings.

### Home Orchard Improvement

An outstanding phase of negro extension work in Greensville County, Va., during the past five years has been that of pruning and spraying the home orchard. This work was started in 1924 and then consisted only of orchard pruning, followed two years later by spraying, as it was only after the farmers were convinced of the good effects of pruning that they would take the next step.

In 1925, a total of 104 apple trees were pruned and 52 trees sprayed with a solution of lime sulphur and arsenate of lead. The pruning and spraying of these trees, especially the 16 belonging to R. B. Young, helped to spread the work in the community and many sections of the county. The increased yield resulting from the first real orchard spraying demonstration on Mr. Young's place amounted to 40 bushels from the 16 trees and brought a total of \$60, at a cost of \$2.80. In 1928, a total of 809 trees were pruned and 1,115 sprayed. The work continued to increase and in 1929, 940 trees were pruned and 1,230 sprayed.



## Water in the Home

A State-wide "water in the home" contest was a striking feature of the home-management work conducted in Illinois in 1929 under the supervision of M. Attie Souder, State home management specialist.

The contest was launched in April, 1929, and State and district contests were planned by the State committee. By December 31, 1929, 12 counties reported having an active county committee; 5 counties reported making a survey of the water and sewage facilities of 400 to 800 farm homes; 4 counties made a survey of the sanitary conditions of the school wells of the county under the supervision of the Illinois State Board of Health; and in 14 counties a representative of the farm mechanics department of the University of Illinois demonstrated the construction and installation of a septic tank. Three kinds of awards were planned for the contest: (1) Individual awards for those entering the contest, who according to circumstances had installed unit or part of a complete plan or a complete water and sewage system; (2) district awards of a drinking fountain to the county scoring highest in number of improvements made and quality of playlets, essays, and posters; and (3) State awards to the four best playlets, the four best original essays, and the four original posters from the 26 counties have home demonstration agents.

The contest was sponsored by the Illinois Home Bureau Federation. The federation enlisted the active cooperation of the home economics department and farm mechanics extension service of the University of Illinois, Illinois Agricultural Association, State Board of Health, State Board of Vocational Education, Household Science Club, Federation of Women's Clubs, Master Plumbers Association, and of magazines, papers, radio stations, bankers, and manufacturers. As a result, news about the campaign was heard over the radio, read in newspapers, and talked about by people interested in better farm-home living.

One of the high points of the year's work was the rural sanitation short course held in Kankakee, December 10, at which talks were given and movies, posters, and charts were shown under the direction of the home bureau. Prizes were awarded to winners of the essay, "Why I Want Running Water in My Home," and "The Value of a Water System." At the annual county home bureau meeting in this county, a very clever original playlet on this subject was presented by one of the units.

La Salle County reported a county-wide essay contest upon the subject, "Why I Want Running Water in My Home," in which 3,700 school children participated. Champaign County made a tour of homes having running water, a rural school well survey affecting 13,328 school children, a survey of water and sewage in some 80 homes, and a septic-tank demonstration and talk by the home demonstration agent at every unit meeting.

## California's Neighborhood Plan

"The California neighborhood leader plan has carried through with colors flying," says Harriet G. Eddy, State home-demonstration leader, in commenting on the successful effort through which over 13,000 homes were reached with helpful information by the farm-home departments and home-demonstration agents of 27 counties. The project leaders in the various subjects selected, representing the different communities in the county were trained by the county home demonstration agent, there being usually two leaders from each community. Each project leader within seven days met with and trained four neighborhood leaders, each of whom gave the demonstration before three other farm women. These three in turn met with two others and each of the two with one. In each step of the plan, effort was made to reach some women who had not been in regular attendance in the home demonstration or farm center groups.

Regarding the plan, Miss Eddy reports. "This neighborhood leader plan is certainly a stick of dynamite designed to stir the hardpan of complacency that frequently forms in local clubs or farm centers and among extension workers. It was in fact a most human race in which 27 county farm home departments and their home demonstration agents took part. The most interesting feature about this race was that each county set its own goal and each county raced with itself to see how many homes could be reached with home demonstration information that was being broadcast through neighborhood meetings.

"When the bell rang, for the race to start on January 1, 542 project leaders were off on the course in 318 rural communities in California. During January many of the tracks were slippery or snow-laden so that the race had to slow down at times. But these project leaders kept going, and by the end of the month they had held 436 meetings, attended by 2,124 neighborhood leaders, who were to

run the next relay. And what a run they made! They held 1,235 meetings and reached 7,534 homes.

"The last week in February," concludes Miss Eddy, "saw all counties come into the home stretch and pass under the finishing wire, hanging up a record of 13,231 homes reached, the largest number ever reached in two months' time in home demonstration work in California. Four thousand five hundred of these homes had not been reached before by home demonstration subjects. Without question the rural homes in these 1,122 neighborhoods have benefited from the information they received whether it was in vegetable cookery, sewing-machine skill, furniture renovation, dry cleaning, dress finishes, food for the sick, or one-dish meals."

## Auction Markets

Two auction markets for fruit and vegetable growers in Cumberland County, N. J., had gross sales amounting to \$426,000 in 1929. These markets at Rosenhayn and Cedarville were established on June 1, 1928, following a study of auction markets in other States made by county agent D. M. Babbitt, at the request of local growers.

Money for the enterprises was lent by groups of farmers who formed a marketing association in each of the two localities. Much assistance in the organization of these associations was obtained through the bureau of markets of the State department of agriculture. Directors of each market consist of a president, vice president, secretary, treasurer, and four additional members.

The markets are maintained through a small selling charge paid by farmers through the buyer. At one market, for example, 3 cents a package is charged for selling strawberries and 2 cents a package for all other commodities. At the other market an operation charge of one-half of 1 per cent of the selling value is made.

It is estimated that the 100 fruit and vegetable growers cooperating in these two enterprises have added about \$68,000 to their income in the last two years. Mr. Babbitt states that this amount represents the difference between the amount received for produce sold at their own auction markets and what they would have received in New York City, based on a careful comparison of daily prices received at the auction markets and New York City quotations. The centralization of large quantities of produce at these new markets has attracted more buyers to the county.



## Seed Loans

County agents are acting in an advisory capacity to Federal administrators of the seed loan act passed by Congress this spring. This act carried an appropriation of \$6,000,000 for the granting of loans to farmers in designated storm, flood, and drought stricken areas for the purchase of seed for spring planting in 1930, feed for work stock, and fertilizer. These areas are in Alabama, Florida, Georgia, North Carolina, South Carolina, Virginia, Ohio, Oklahoma, Indiana, Illinois, Minnesota, North Dakota, Montana, New Mexico, and Missouri. Extension agents in these regions are also assisting farmers in making application for loans.

Loans are being made to individuals in the above named States as have been found by the United States Department of Agriculture to have acreage fit for seeding, and whom by reason of crop failure or losses due to storm, flood, or drought, do not have seed, feed, or fertilizer, and who are without money or commercial basis of credit for its purchase.

Federal seed loan offices have been established at Columbia, S. C.; St. Louis, Mo.; Albuquerque, N. Mex.; and Grand Forks, N. Dak. Representatives from the United States Department of Agriculture are administering the loan from these points for areas near these centers.

## The Wheat Situation

The recent wheat situation has brought out a strong and definite statement on agricultural policy from the Federal Farm Board. Writing to Gov. George F. Shafer, of North Dakota, on the subject of overproduction, Chairman Legge says:

"There is no possible solution of this problem unless we get the cooperation of the growers themselves. No other industry in the world blindly produces without any attention to potential market possibilities. In endeavoring to obtain equality for agriculture, it is perhaps essential that agriculture adopt some of the basic principles of other industries. Wheat seems to be in the worst situation of any of our major crops, so far as the export market is concerned, but fortunately there is only a small amount of it exported on an average.

"Your growers will ask how they are going to get along with less production, but if they can get more money, and we believe they can, by raising four bushels where they are now raising five, why should they destroy the market by raising

the extra bushel? A 20 per cent reduction would make the tariff fully effective, but the 10 per cent we are now suggesting would in our judgment put the trade on a fairly healthy basis.

"The present operations of the Stabilization Corporation will undoubtedly result in their having upwards of 100,000,000 bushels of wheat on hand at the close of this present season, and if farmers are going ahead trying to produce an additional surplus on the basis that some way will be found to take care of it on a fair price level another year, they are going to be mistaken. If they will cooperate, the Grain Stabilization Corporation will be justified in paying storage charges and carrying this wheat for a time in the hope that a crop shortage somewhere in the world will give them an opportunity to unload it; but if, on the other hand, the farmers' attitude is to let George do it all, the natural procedure would seem to be to dispose of this wheat as best they can and write off the loss, but doing this probably will affect adversely the price of the 1930 crop. May we have your cooperation and support in trying to correct this situation?"

## National Music Week

The 4-H clubs will begin National Music Week with their National 4-H club radio program on Saturday, May 3. At this time, the third of their monthly music appreciation periods will be broadcast by the United States Marine Band over the National Broadcasting Co.'s chain of 42 stations. It is quite appropriate that the music for this particular broadcast will be based on favorite American songs. In every section of the United States 4-H club members and leaders will, by listening to this program, participate in the events of the Seventh Annual National Music Week.

4-H club members from Ohio and Massachusetts, and a leader from Massachusetts, will talk on this program. I. W. Hill, Federal field agent in 4-H club work for the Southern States, will also contribute to the program.

"Eighty-six corn club members of Rapides Parish, La., produced 5,634 bushels of corn on the 100 acres involved in this project," reports B. W. Baker, county club agent. This is an average yield of 56 bushels to the acre, which is the highest average yield that 4-H club members of the parish have ever made. The average corn yield for the parish, aside from demonstration plots, is 20.

## Summer Schools for Negro Extension Agents

Plans for the establishment of three summer schools for negro extension agents are being worked out by a committee of the Office of Cooperative Extension Work in cooperation with directors of extension in the Southern States and presidents of negro land-grant colleges. In accordance with present plans the schools are to be held at the negro land-grant institutions at Orangeburg, S. C.; Prairie View, Tex.; and Nashville, Tenn. The time set for holding the schools is August 4 to 30, inclusive.

This movement for the improvement of negro extension agents is sponsored by the Julius Rosenwald Fund of which Alfred K. Stern is the director. An appropriation of \$15,000 has already been made by the Julius Rosenwald Committee for the purpose of defraying the expenses of the three schools. Each school will receive \$5,000, or such portion thereof as may be needed to pay the salaries of teachers, purchase of equipment, and other expenses. This movement has the united indorsement of the directors of extension and presidents of negro land-grant colleges and is believed to hold far-reaching possibilities in the training of negro extension workers for more effective service.

The plan is to hold courses of two to four weeks in the following subjects: Dairying; poultry; swine; cotton; soils; fertilizers; and crops; home gardening and fruits; agricultural engineering; farm machinery; home and community beautification; rural sanitation and improvement; foods—canning, dieting, selection, and the like; news writing and reports; extension methods, including organization and demonstrations; agricultural economics, emphasizing farm management, cooperative marketing, and farm finance; and a special course for supervisors. The courses offered at the three institutions will be uniform. Variation in the teaching content will be made to meet conditions peculiar to the section in which the school is located. The aim is to make these courses simple, definite, and applicable so far as possible to the problems with which negro extension agents have to deal in their work.

The work of formulating preliminary plans for these schools is under the general direction of J. A. Evans, associate chief of the Office of Cooperative Extension Work; and E. H. Shinn, of extension studies and teaching, is active director of the preliminary work in the Washington office. Mrs. Ola Powell Malcolm, field agent in home economics for



the Southern States, is assisting in the preliminary work. The work of formulating the program and selecting teaching personnel and equipment will be done by a committee in close cooperation with directors of extension, State home demonstration leaders in the Southern States, and presidents of negro land-grant colleges.

## Wisconsin Gives Course in Extension Methods

Two special courses in extension methods will be offered at the University of Wisconsin during the 1930 summer session which should be of interest to county agricultural agents, home demonstration agents, club agents, specialists, and extension supervisors who may be interested in professional improvement.

One such course was given during the 1929 summer session which proved so popular that the university has been prompted to offer two courses this year. Both of these courses will be given by M. C. Wilson, in charge of extension studies and teaching, Office of Cooperative Extension Work, United States Department of Agriculture. For the past six years, Mr. Wilson has conducted cooperative extension studies in 22 of the States. Data from such studies which relate to boys' and girls' club work, home demonstration work, as well as to agricultural agent work, furnish much of the factual data used in the courses.

Course 1, which may be taken for either graduate or undergraduate credit, will cover such topics as extension objectives, measuring extension accomplishments, factors affecting extension accomplishments, and relative effectiveness of the means and agencies employed in extension teaching.

Course 2 will be handled as a graduate seminar course and will be devoted to an analytical review of the latest developments in extension. This course will be open to those who have taken course 1 or who have had suitable extension experience.

In addition to the courses in extension methods, courses of special interest to extension workers are being offered in news writing, rural sociology, farm relief, marketing, community recreation, and public speaking. A wide range of courses in the various agricultural and home-economics fields are also offered.

Extension workers desiring further information regarding these courses should address J. A. James, assistant dean, College of Agriculture, Madison, Wis.

## Cornell Extension Course

Cornell University is offering at its summer session a course of study of graduate level for extension workers. This course, which continues from July 7 to August 15, makes it possible for a student to meet the requirements for the degree of master of science through attendance at summer session and work in the field under college direction. The following are some of the subjects developed in the course:

The organization and administration of cooperative extension work, directed by C. E. Ladd, is in charge of Martha Van Rensselaer for home economics and H. W. Hochbaum for agriculture.

Psychology for extension workers, P. J. Kruse.

The sociology of rural life, E. D. Sanderson.

Food preparation and preservation, Sarah L. Brewer.

Survey of clothing problems as related to extension teaching, Mildred Carney.

Home furnishing problems for home demonstration agents and county project leaders, Grace E. Morin and Mrs. Alma F. Seidmore.

Full information about these courses may be obtained from the director of the summer session, R. M. Stewart, Cornell University, Ithaca, N. Y. Information concerning the requirements for an advanced degree may be obtained from the office of graduate school, Morrill Hall, Cornell University, Ithaca, N. Y.

## Club Leaders Studying 4-H Club Problems

As an outgrowth of the meeting of the National Club Congress in Chicago last year, a committee appointed by C. B. Smith, Chief of the Office of Cooperative Extension Work, will report at the National 4-H Club Camp, held during June in Washington, D. C., on the results of its study of the national problems of 4-H club work from the economic viewpoint. W. J. Jernigan, State boys' and girls' club leader, Arkansas, is chairman of this committee. E. I. Pilchard, specialist in junior club work, Illinois; T. E. Buckman, assistant director of extension, Nevada; C. B. Wadleigh, State club leader, New Hampshire; and Eugene Merritt, senior agriculturist of the Western States in the Office of Cooperative Extension Work, are the other members.

A committee appointed by Doctor Smith to study the essentials to be taught to 4-H club members during the first two years of club work will also make its report. C. C. Croy, assistant State club leader, Ohio, is chairman of this committee; the other members being B. O. Williams, State club agent, South Carolina; Dorothy Emerson, girls' club agent, Maryland; Charles E. Potter, State club leader, Montana; and R. G. Foster, senior agriculturist of the Eastern States in the Office of Cooperative Extension Work.

A report will also be received from a committee that has been studying the problems of the older boy and girl on the farm. The committee consists of T. A. Erickson, State club leader, Minnesota, chairman; A. J. Brundage, State club leader, Connecticut; Hallie Hughes, State agent, girls' club work, Virginia; Helen Cowgill, assistant State club leader, Oregon; and R. A. Turner, senior agriculturist of the Central States in the Office of Cooperative Extension Work.

Marion Butters, assistant director, New Jersey, is chairman of a committee studying the whole question of prizes, awards, and national contests in 4-H club work, which will also make its report. Other club people on this committee are B. W. Marston, State club leader, Wyoming; W. C. Abbott, State club agent, Louisiana; L. I. Frisbie, State extension agent in club work, Nebraska; and I. W. Hill, senior agriculturist of the Southern States in the Office of Cooperative Extension Work.

Josephine Arquist Bakke, assistant State club leader, Iowa, chairman, will make a report for the committee studying the question of local volunteer leadership. The other members of this committee are W. J. Wright, State leader, junior extension, New York; Lurline Collier, State agent, girls' club work, Georgia; E. C. Hollinger, assistant director, New Mexico; and Gertrude Warren, club organization specialist of the Office of Cooperative Extension Work.

Child Health Week, beginning on May Day, is a logical time to call the attention of mothers to Leaflet 42, entitled "Good food habits for children," prepared by the Bureau of Home Economics. Even mothers who know how their children should be trained sometimes need to be backed up by the printed word before they can get family cooperation in combating whims and maintaining regularity. The young, inexperienced mother will find in this leaflet just what she needs by way of guidance.





## Close-Up Photographs Are Best

This photograph of 4-H club members being taught how to select seed corn embodies many features of the good extension photograph, but its effectiveness is greatly diminished by the conspicuous appearance of too much unnecessary scenery caused by taking the photograph from too great a distance. The photograph concentrates on one story, which it tells clearly and definitely; it suggests action; the surroundings furnish a natural setting for the pictured story; the clothing of the individuals is typical of the situation; the picture has human interest; and the principal objects stand out clearly against a contrasting back-

ground. Unfortunately, the photograph includes a large block of wood in the foreground, the foundation of the building, and door frames which are given far more importance than they justify. These competing elements which forcibly divert one's attention from the central theme of the picture could easily have been omitted had the photographer moved his camera closer to the subject and taken a horizontal instead of a vertical photograph. The white lines frame only that part of the picture which is essential to the story. By concealing the part outside of the white lines, one can readily see the improvement that is possible by taking photographs close to the object.

## Lantern-Slide Catalogue

Lantern slides that the department has available for loan or purchase are listed in a catalogue entitled "Lantern Slides and Film Strips of the United States Department of Agriculture," which was recently published. This catalogue, known as Miscellaneous Publication No. 72, contains the titles and descriptions of 175 series of slides covering every important phase of farming operations or home-making activities. The terms under which slide series may be borrowed, the method of purchasing slide series either in the form of glass slides or film strips, the preparation of film strips from State illustrative material, and available department publications concerning the preparation, use, and classification of visual material are also discussed in this publication.

A copy of Miscellaneous Publication No. 72 has been sent to each extension director, State supervisor, county extension agent, extension specialist, agricultural college and experiment station library, dean of agriculture, and teacher of vocational agriculture.

## New Motion Picture

Mink, marten, muskrat, fox, otter, rabbit, and raccoon—the leading raised-in-America furs are shown in an educational motion picture, entitled "The Fur Industry of the United States," which was rushed to completion for showing at the International Fur and Hunting Exposition to be held at Leipzig, Germany, in May.

To secure the scenes needed, a crew from the Office of Motion Pictures traveled as far west as California, where the rabbit pictures were made at the United States Biological Survey rabbit station at Fontana and vicinity, and as far south as southern Louisiana where the muskrat scenes were made. The film shows the vast extent of the muskrat fur industry of the Southwest, where muskrats are handled in preserves. Some of the scenes were made in the marshes at the mouth of the Sabine River and others in the marshes near the mouth of the Mississippi.

Large fox farms near Milwaukee and Minneapolis were visited to get pictures of silver and blue foxes. Mink pictures were also made near Minneapolis. The marten-farm pictures were made at Saratoga, N. Y., and the raccoon-farm pictures at a raccoon farm in Ohio. Raccoon trapping and skinning scenes were made in Louisiana.



# Directory of Extension Service

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C. B. Smith, Chief, Office of Cooperative Extension Work

J. W. Hiscox, Chief, Office of Exhibits

Raymond Evans, Chief, Office of Motion Pictures

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**E**VERY industrial interest except agriculture is organized. In the race of the industrial giants, which have the combined organized strength of their separate parts, agriculture enters the strength and the fleetness of the individual farmer. Agriculture must organize.

ARTHUR M. HYDE,  
*Secretary of Agriculture.*

